

ABSTRAK

Harga saham merupakan indikator keberhasilan pengelolaan perusahaan, dimana kekuatan pasar ditunjukkan dengan terjadinya transaksi perdagangan di pasar modal. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh *Return On Asset* (ROA), *Return On Equity* (ROE), *Net Profit Margin* (NPM) dan *Debt to Equity Ratio* (DER) terhadap harga saham pada perusahaan *Food And Beverage* yang terdaftar di Bursa Efek Indonesia periode 2011-2016.

Sampel penelitian terdiri dari 12 perusahaan *Food And Beverage* yang terdaftar di Bursa Efek Indonesia dan dipilih secara purposive sampling. Sumber data yang digunakan adalah data sekunder berupa laporan keuangan audit diambil dari idx. Teknik analisis yang digunakan adalah analisis korelasi,

Dari hasil analisis menunjukkan bahwa secara parsial *Return On Asset* (ROA) berpengaruh positif tidak signifikan, dan *Return On Equity* (ROE) berpengaruh positif signifikan, dan *Net Profit Margin* (NPM) berpengaruh negatif signifikan, dan *Debt to Equity Ratio* (DER) berpengaruh negatif tidak signifikan terhadap harga saham pada perusahaan *Food And Beverage* yang terdaftar di Bursa Efek Indonesia.

Kata Kunci : Profitabilitas, Leverage, Harga Saham

ABSTRACT

Stock price is an indicator of the success of the management of the company, where market power is indicated by the occurrence of trading transactions in the capital market. The purpose of this research is to determine the effect of Return on Assets (ROA), Return on Equity (ROE), Net Profit Margin (NPM) and Debt to Equity Ratio (DER) to stock prices at Food and Beverage companies which listed on the Indonesia Stock Exchange 2011-2016 period.

The research sample consisted of 12 Food and Beverage companies which listed in Indonesia Stock Exchange and selected by purposive sampling. Sources of data used are secondary data in the form of audit financial statements taken from IDX. The analysis technique used is correlation analysis.

From the analysis result show that partially Return On Asset (ROA) have positive influence is not significant, and Return On Equity (ROE) have a significant positive influence, and Net Profit Margin (NPM) has a significant negative influence, and Debt to Equity Ratio (DER) insignificant to the stock price of the Food and Beverage Company which listed in the Indonesia Stock Exchange.

Keywords: profitability, leverage, stock price.



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Nama Mahasiswa

NPM

Tema

Kategori

Subjek

Objek

Metode

Hasil

Simpulan

Saran

Referensi

Daftar Pustaka

Daftar Isi

Daftar Gambar

Daftar Tabel

Daftar Lampiran

Daftar Kata Kunci

Daftar Abstrak

Daftar Kata Kunci

Daftar Abstrak

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Daftar Kata Kunci

Daftar Abstrak



Sebelum menggunakan hasil transfer dari LAM, KAHASA
Sebelum menggunakan hasil transfer dari LAM, KAHASA

Petugas LAB. KAHASA

